



# Leader Training Week

## Marketing & Communications

Presented by: Chapter Business Manager

Date



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# Objectives for today:

- Board & Communications responsibility overview
- Marketing & Communications explained
- Setting your team up for success
- MPI Global brand standards & policies
- Building a marketing & communications strategy
- Understanding & accessing Chapter Leader Resources
- 8 Tips to enhance your Chapter's Communications
- How to hit the ground running on July 1st



# Your Board Responsibilities & Goals

- Define & advance your chapter's mission & vision
- Manage & protect the organization's resources
- Maintain the chapter's fiscal responsibility
- Disclose conflicts of interest
- Maintain confidentiality
- Enhance MPI's image & be a MPI brand steward
- Be informed, engaged and present
- Determine & monitor chapter programs & services
- Assess performance of chapter management & volunteers



# Communications Department Overview



**Chapter metric goals**



**Chapter Marketing Strategy**



**Chapter Communication**



**MPI Global communication partnership**



**Build & Lead the Communications team**



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# Marketing & Communications - Explained

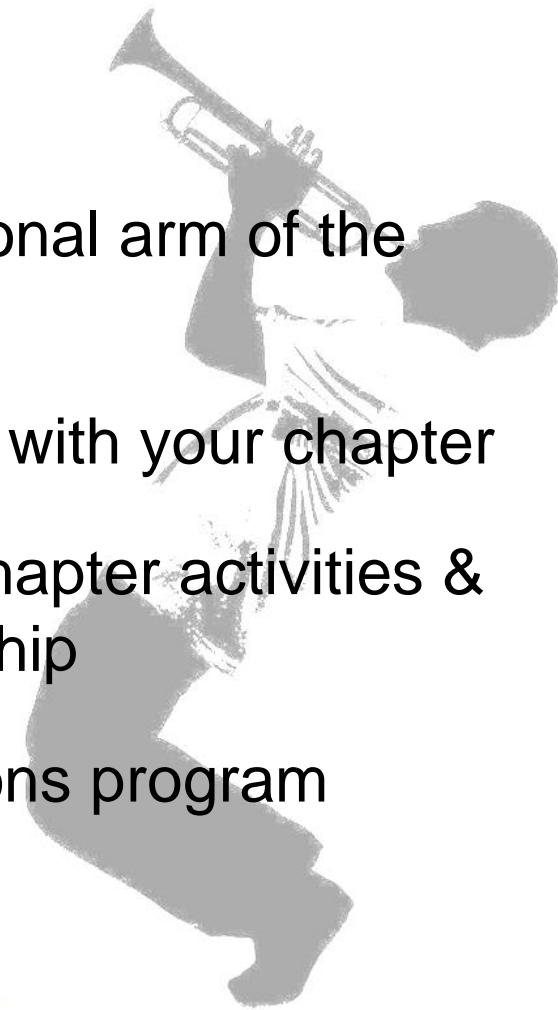
Marketing & Communications is the promotional arm of the chapter

Plays a critical role in how members interact with your chapter

As leaders, you must be well versed in all Chapter activities & properly communicate them to the membership

Implementing & managing the communications program

Stewards of the MPI Brand



# Marketing & Communications - Explained

Marketing & Communications is the glue of the Chapter working closely with the following departments to keep info flowing:

## ***Education:***

- Ensure **timely** communication of upcoming programs across all channels
- Promote speakers & topics, build attendance, showcase the event

## ***Membership:***

- Collaborate on campaigns to grow & maintain chapter membership
- Defining the value of membership for your chapter

## ***Sponsorship:***

- Ensure that all sponsors are receiving the benefits of their



# Marketing & Communications – Explained

Your Committee will typically oversee the following on behalf of the membership:

## ***Digital Communications:***

- Email & Program Promotion
- Chapter Website
- Social Media Channels
- E-Newsletter / E-Magazine

## ***Publications:***

- Newsletter / Magazine
- Member Directory
- Postcards / Mailers

## ***Tradeshows***

## ***Advertising Opportunities***

## ***Public Relations***



# Setting your team up for success



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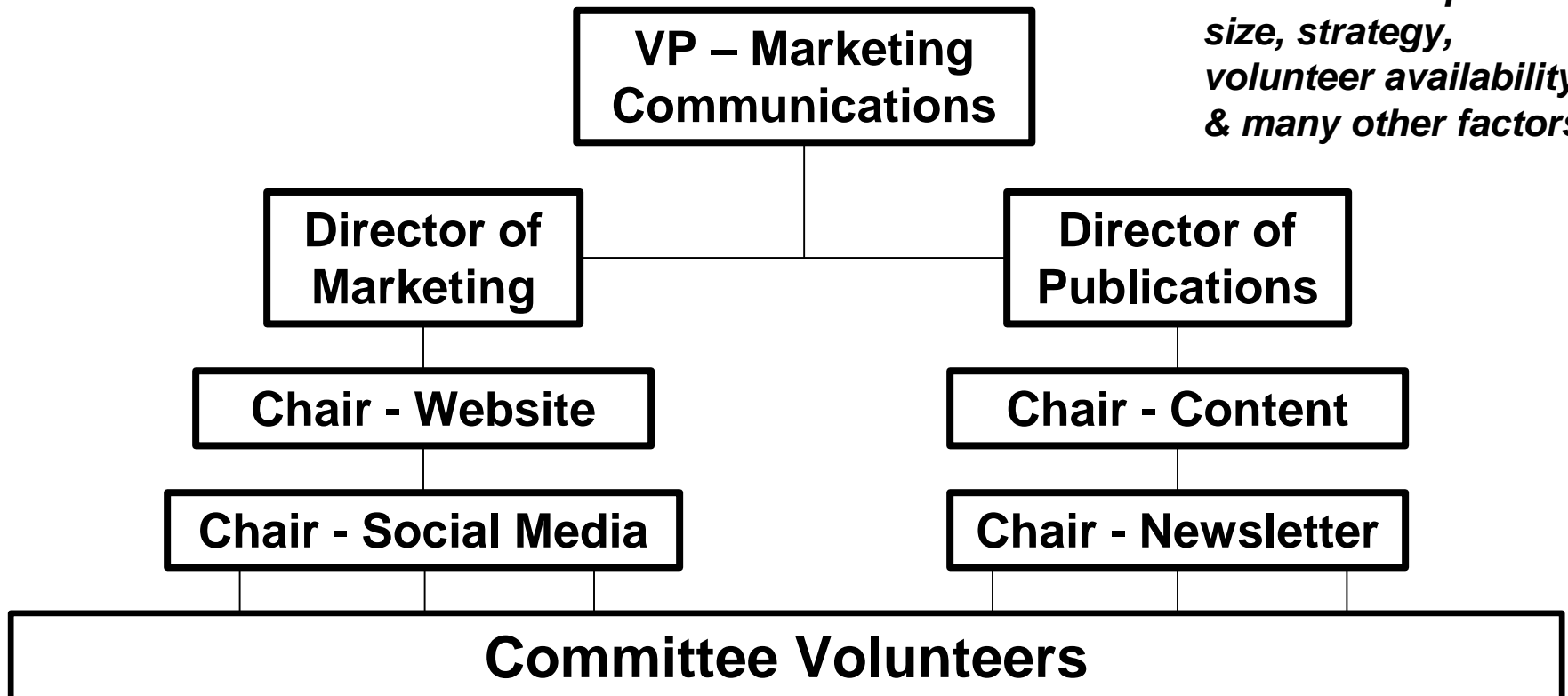
# Knowing the committee's responsibilities:

- Execute the tactical objectives based on board initiatives
- Provide regular committee activity reports to the board
- Recruit new members who possess desired skills
- Be representative of the membership's diversity
- Committee Chair's role to the Committee:
  - Share information between the Committee and Board
  - Support the committee's activities
  - Work closely with VP's & Directors to define tactical strategy



# Marketing & Communications Committee Structure (suggested)

Note: *Positions are based on chapter size, strategy, volunteer availability, & many other factors*



# Starting from the top...

You are part of something big and it starts with...

**being a good steward of the MPI Brand**

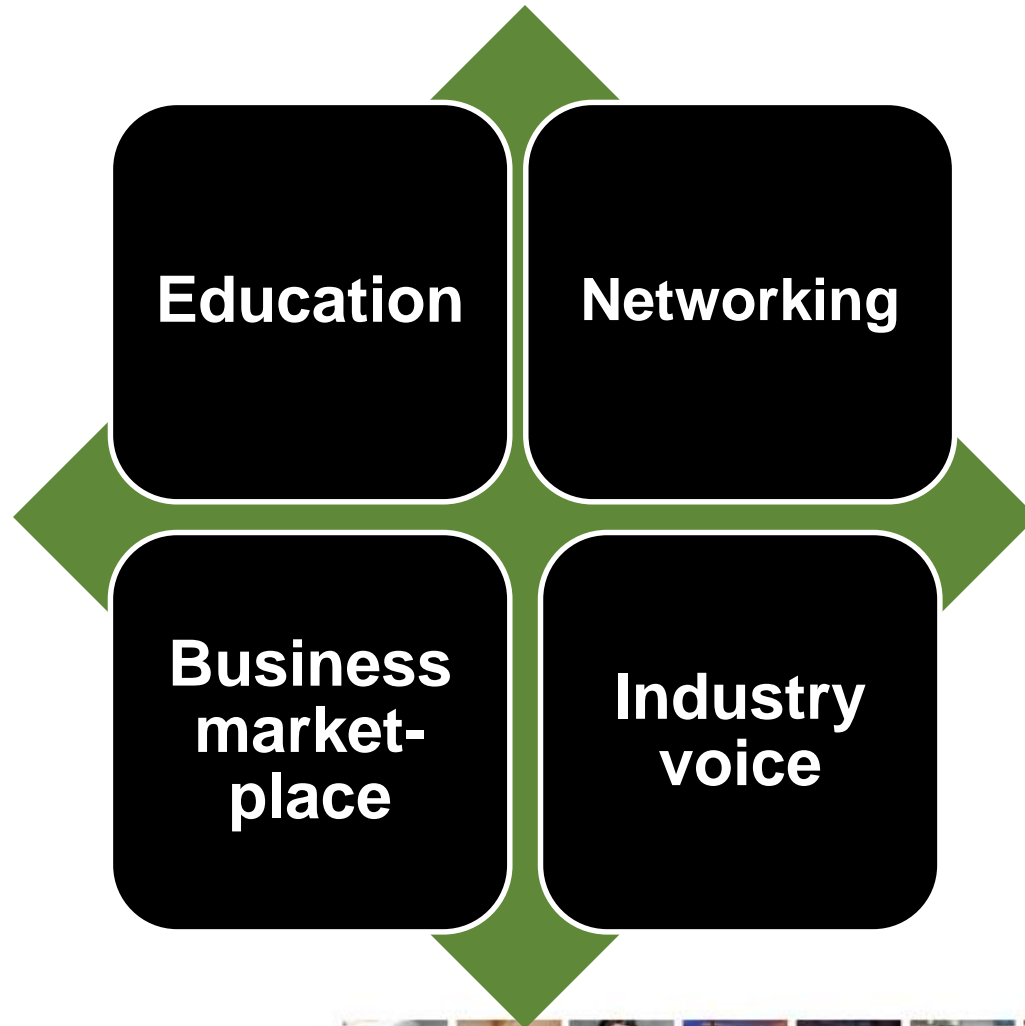
## **MPI's Brand Promise:**

**Vision:** To be the first choice for professional career development and a prominent voice for the global meeting and event community

**Mission:** To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry



# 4 Pillars of the MPI Brand



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# MPI Brand Voice

The MPI community is the lifeblood of the MPI brand. Just as the faces in the member mosaic act as visual representation of the MPI brand, the style of language used in MPI's promotional and marketing efforts should be human as well.

## 2 Vital Characteristics of the Brand Voice:

***Personality:*** Helpful, Smart, Empathetic, Inclusive, Unpretentious

***Tone of Voice:*** Relatable, Conversational, Approachable, Friendly

**Your Chapter should strive to align communications with the MPI Global Brand Voice to create a seamless member experience**



# MPI Brand usage policies

MPI Chapter logos were created as the chief means by which MPI Chapters can identify and associate themselves with MPI, therefore guidelines are essential in keeping brand integrity. As such, a few elements are as follows:

- The Chapter Logo should appear on all communications in 1<sup>st</sup> position
- The logo must consist of Chapter Name, Symbol, Lettermark, & MPI Name
- The logo should be as visible as possible when used – never smaller than minimum size requirements
- The chapter logo can appear in full color, or single color (yellow not allowed)
- The MPI Global may be used as a design element, however is not a replacement for the Chapter Logo

***A full listing of MPI Chapter Logo usage guidelines is available on the Chapter Leader Resources Page:***

[http://www.mpiweb.org/docs/default-source/nta-handbooks/Chapter\\_Logo\\_Usage.pdf?sfvrsn=0](http://www.mpiweb.org/docs/default-source/nta-handbooks/Chapter_Logo_Usage.pdf?sfvrsn=0)



# Collaborating with MPI Global

## ***Chapter Business Manager (CBM):***

Your “go to” contact within MPI – your CBM provides:

- Strategic direction for your chapter’s communications program
- Quarterly departmental calls – *a forum to collaborate with other leaders and share ideas, challenges, and best practices*
- Information on current & upcoming initiatives
- Support for global and chapter level marketing programs
- You’re best resource – questions, mentorship, guidance

**Your CBM attends your chapter’s annual & mid-year as well as other chapter meetings as needed**



# Collaborating with MPI Global

## MPI Publications Team:

Responsible for the creation of *The Meeting Professional* Magazine  
2-Way Street for content sharing / creation

Enhance your chapter's Global exposure

**Contact:** Rich Luna, Director of Publishing – [rluna@mpiweb.org](mailto:rluna@mpiweb.org)

## MPI Marketing Team:

Branding guidelines – logo usage assistance

Toolkits for organization wide initiatives (WEC, Survey, etc)

Contact: Jeff Daigle, Creative Director – [jdaigle@mpiweb.org](mailto:jdaigle@mpiweb.org)





# Marketing & Communications Plan



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# Elements of a Marketing Plan

Your Chapter should develop a communications plan to ensure that all stakeholders are working together. The plan includes:

- Communications & Marketing Strategies
- Goals and Activities to execute the overarching strategies
- A Project Management process w/ performance tracking
- Timelines for production / deadlines for submissions
  - Communications Calendar
  - Social Media Flight Plan
  - Point person for gathering & disseminating content
- Channels of communications (email, social media, live events, etc.)



# Leader Resources: your toolbox for success!!



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# Chapter Leader Resources Page

The “CLRP” can be your best friend when looking for Global campaigns, chapter info, templates, best practices, and more!

- This site contains the following communications related resources:
  - MPI Global Marketing templates
  - Chapter best practices
  - “I Am MPI” Brand campaign resources
  - Toolkits for Chapter Campaigns (i.e. – Satisfaction Survey)
  - Toolkits for Global event promotions (i.e. – WEC)
  - Advocacy marketing support (Meetings Move Us Forward, etc.)



# CLRP: Communications

Documents MarCom x  
www.mpiweb.org/ChapterAdmin/documents-marcomm  
Apps Paylocity Payrol... Google Log In Imported From IE Sign in to Offic... Airline Tickets a... Facebook Southwest Airli... Other bookmarks

SEARCH

- SPEAKER RESOURCE
- DESTINATION FINDER
- ADVERTISING & SPONSORSHIP
- GLOBAL MARKETPLACE
- CHAPTER LOCATE
- COMMUNITY SEARCH
- CHAPTER LEADER RESOURCES
- MEMBER INFORMATION
- STORE

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## CHAPTER LEADER RESOURCES

### MARKETING AND COMMUNICATION

#### Marketing Resources

- Template Business Card MPI
- MPI Power Point Template
- Trade Show Booth Request Form
- MPI Member Logo
- Download Chapter Logos
- Chapter Hosted Website Overview
- Chapter Hosted Website Program Information
- CLT Event Icons

#### I Am MPI Campaign

- I Am MPI 22x28 Posters
- I Am MPI Campaign Guide and Toolkit
- I Am MPI HTML Email Template
- I Am MPI Newsletter Copy Leader Speaker Notes
- I Am MPI Postcard 5x7
- I Am MPI Print Ads
- I Am MPI Website Banner Ads

#### 2015 Global Survey Toolkit

- Save the Date - Facebook
- Membership Survey Banner - 990x906
- Membership Survey Banner - 960x907
- Membership Survey Banner - 728x90
- Membership Survey Banner - 120x600
- Membership Survey Banner - 548x290
- Membership Survey Banner - 180x150
- Membership Survey Banner - 273x72
- Membership Survey Email - html
- Membership Survey Email - pdf

#### RISE Award Nominations 2015

- Power point slide
- Banner (animated) 728x90
- Banner (animated) 180x150
- Banner (animated) 120x240
- Banner (animated) 960x90
- Banner (animated) 170x150
- Chapter Toolkit

#### Meetings Move Us Forward Toolkit

- MMUF Talking Points for Leadership Presentation
- MMUF Leadership Presentation

#### Chapter Connect Visit

- Profile

#### North American Meetings Industry Day (NAMID)

- NAMID Banner (180x150 .jpg)
- NAMID Banner (484x252)
- NAMID Banner (960x906)

#### National Meetings Industry Day Canada (NMID)

- NMID Print Adv
- NMID Banner (180x150 .jpg)
- NMID Banner (960x906)

Desktop 6:54 PM

# Marketing & Communications Tips

## Tip #1: **Know your audience**

- Understand the demographics of your chapter
  - # of Members; # of Planners, Suppliers, Students, etc
  - Where is your membership located? Where do they do business?
  - How many years have they been in the industry? With MPI?
  - Why is the chapter gaining members? Why are they leaving?
- Utilize MPI's Chapter Member Data & Demographic reports

## Tip #2: **Segment your target audiences**

- Create strategies to reach different groups w/ custom messaging
- What about your message will be valuable to them?

*Example: Why should a supplier attend an educational event?*



# Marketing & Communications Tips

## Tip #3: Listen to your membership

- Understand how your members want to communicate with the chapter
- Is email best? Do they frequent the website? Are they active in social media? Do they like to receive mail from the chapter?
- Increase engagement by having a presence where members expect the chapter to be
- Ask the question, “what are we trying to achieve?” and apply tools to meet the need – don’t just do things because they have always been done that way

## Tip #4: Create an expectation for communications

- Send emails on the same day & time routinely (weekly or monthly)
- Try to avoid 1-off, attendance building notifications
- Members will begin to expect & look forward too your messages
- Avoid days where Global emails are delivered (Tues. & Thurs.)



# Marketing & Communications Tips

## Tip #5: Drive traffic to your website

- The Chapter's website should be the hub of all information – **everything** related to your chapter needs to be posted & easily accessible
- All channels should point back to the website, inclusive of social media
- Content that lives on the site is owned by the chapter
- This strategy makes your chapter's site indispensable for members

## Tip #6: Collaborate with like-sized Chapters

- Share challenges, successes & ideas during quarterly CBM calls
- When possible, attend CBS (April) & WEC (June / July)
- Reach out to your counterparts in nearby chapters





# Marketing & Communications Tips

## Tip #7: **Understand your Department's budget**

- Review your department's budget – what was spent last year?
- Begin planning any major expenditures in advance of your retreat
- Take the time to learn how your budget intertwines with the chapter overall

## Tip #8: **Track, Measure, Adjust, & Repeat**

- Regardless of the communication, you should track everything
- Open rates, click thru's, interactions, etc. are great stats to have
- Helps streamline communications & increase efficiency
- Refined communications have a greater impact with the membership
- Use Google Analytics or other programs available
- Constantly be evolving your communications to target members



**HIT THE GROUND**



**RUNNIN'**

[memecrunch.com](http://memecrunch.com)



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# Hitting the Ground Running:

Tips for an easy transition into your new role – *Pre-July 1<sup>st</sup>*

- **Meet with your position predecessor**
  - Find out what worked well in the previous year? What could be improved?
  - Develop 3-4 solid goals that relate back to the chapter metrics
  - Get all the documents, files, and information – this includes access to any file sharing sources (dropbox, basecamp, etc.)
- **Take stock of your Chapter's Communications Plan**
  - Does the chapter have a communications calendar?
  - Is there a schedule for communications, posts, emails, etc.?
  - Are the current communications on brand?



# Hitting the Ground Running:

Tips for an easy transition into your new role – *Pre-July 1<sup>st</sup>*

## Get to know your committee

- What are their goals? What are their skills?
- Start thinking about who would make a good addition to the team

## Attend your Chapter's Annual Planning Retreat

- Present to the team your position, objectives, and targets
- Fully understand the chapter's operating budget
- Key time to flush out your business plan & objectives for the year
- Excellent opportunity to connect with your fellow board members
- Gain a full understanding of the Chapter's business processes
- Build relationships across departments to increase efficiencies





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# Questions?



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# Thank You!!

It is going to be a great year thanks to your leadership!

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**Questions, Concerns, or insights? Please reach out at any time!**

